



For Immediate Release:

HarborLink signs Strategic Agreement with JiWire to Manage Targeted Location-Based Advertising to Public Wi-Fi Users Nationwide

Top Brand Advertisers to Reach Local Audiences at Major Cafes and Restaurants

SAN FRANCISCO, CA and DAYTON, OH -- April 14, 2010 – HarborLink Network Ltd, a leading operator of public Wi-Fi networks in North America partners with JiWire, the leading location-based media company reaching the on-the-go audience. JiWire, which already has partnerships with over 40 leading Wi-Fi networks in the US and Europe will now target more on-the-go users in the U.S. at HarborLink locations, including several national restaurant chains, retail locations, universities, convenience stores, municipal WiFi locations, convention centers and other premium Wi-Fi venues.

At HarborLink locations, JiWire will soon offer its unique set of location-based advertising solutions, including 'Compass' a new advertising platform that provides users with an interactive location-related ad, 'Ads for Access' which is a guaranteed engagement program for deep brand interaction, and 'Captive Display', which provides brands highly visible presence whenever a person connects. The proprietary platform enables advertisers and their agencies to reach the growing on-the-go audience, which is increasingly accessing internet via Wi-Fi on their laptops, mobile phones, tablets and other devices during the course of a day. Advertising can be targeted to the point of connection by location, venue type, and by device. By knowing the context of a person's location, JiWire provides the most relevant information for understanding a brand's on-the-go consumer. It's this unique location detail that gives brands the ability to understand their audience from a deep location perspective. In both the US and Europe, JiWire has enabled over 125 premium brand advertisers to reach millions of people on the move.

David Blumenfeld, SVP Business Development of JiWire explains, "Consumers are spending more time than ever online with their mobile devices, particularly in public Wi-Fi locations. Advertisers look to JiWire to reach these on-the-go, hard to reach audiences in the context of known locations. We are excited to partner with HarborLink to continue to reach premium audiences and grow our location-based media channel."

Robert Brown, VP of Global Sales & Marketing at HarborLink adds, "Our footprint is expected to grow significantly over the next 24 months. With our new partnership with JiWire, we aim to monetize that network beyond general usage and roaming, thru the use of highly target advertisements. We look forward to working with JiWire to better engage our consumers and to add value for our venue partners."

About JiWire

JiWire is the leader in connecting advertisers to today's On-The-Go Mobile Audience, using the world's largest location-based interactive media channel. JiWire's platform enables advertisers to identify and deliver ads to audience segments based on a person's physical location while taking the venue type and brand into account. JiWire also allows wireless broadband network hosts and device manufacturers to leverage advertising as a currency for wireless Internet access. With a goal of engaging users however they connect to the Internet while On-The-Go, JiWire provides a cross-channel solution that extends location-based targeting to multiple devices, from laptops to smartphones across content channels from Wi-Fi to the Internet to mobile. For more information, please visit www.JiWire.com

About HarborLink Network

HarborLink Network, Ltd. is a leading provider of Internet hotspot access, integration and network management services in North America. HarborLink's extensive Wi-Fi network is deployed in some of the most well known, heavily frequented venues in North America, providing more places than ever for customers to get online when away from their home or office. For more information about HarborLink Network, please visit www.harborlink.net.

Media Contact Info:

JiWire

Kristin Mitchell
kristin.mitchell@edelman.com
+1 (650) 762-2828

HarborLink

Robert Brown
marketing@harborlink.net
+1 (937) 294-2954